DECLARATION AND POWER OF ATTORNEY IN PATENT APPLICATION

Attorney Docket No.: 2179-1-3

As a below r	named inventor, I hereby declare:	
My residence name.	e, post office address and citizens	nip are as stated below next to my
below) or a j	t I am the original, first and sole in oint inventor (If plural Inventors are ad and for which a patent is sough	s listed below) of the subject matter
Selecting Ad	s for a Web Page Based on Keyw	ords Located on the Web Page
the specifica	tion of which	
汝	is attached hereto.	
	was filed on	as U.S. Application Serial No.
	(or PCT International Application and was amended on	(if applicable).
I hereby state identified spetto above.	e that I have reviewed and unders acification, including the claims, as	tand the contents of the above— amended by any amendment referred
l acknowledg defined in Tit	ge the duty to disclose information tle 37, Code of Federal Regulation	which is material to patentability as s, Section 1.58.
I hereby clair United State:	m the benefit under Title 35, United by provisional application(s) fisted by	d States Code Section 119(e) of any elow.
Application N	ła.	Elling Date
60/421,507		October 25, 2002

Page 1 of 1

I hereby appoint the attorneys associated with Customer No. 000996 to prosecute this application and to transact all business in the United States Patent and Trademark Office connected therewith. Address all correspondence and phone calls to:

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I hereby further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

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